GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1517
ANSWERED ON:04.03.2016
Indian Movies
Chandumajra Shri Prem Singh;Panda Shri Baijayant "Jay";Patil Shri Kapil Moreshwar;Singh Shri Ganesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

a) Whether the Government has taken note of the dismal performance of Indian movies at international for including the Oscars and if so, the details thereof;

b) whether the Government proposes to provide assistance to improve the performance of Indian movies at Oscars and other awards, if so, the details thereof along with the nature of assistance proposed to be provided;

c) Whether the Government also proposes to develop a selection criteria to forward movies for Oscars and if so, the details thereof;

d) whether the Government is aware of emerging global market of Indian films and that many of Indian film producers are going to tap the potential of new global market in USA, UK and South Asia; and

e) if so, the details thereof along with the steps taken by the Government for providing necessary cooperation with film producers?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (c) : As part of Government's efforts to promote Indian Cinema in international arena, it has been proposed to introduce a scheme aimed at helping Indian film makers to promote their films which showcase artistic excellence and cultural heritage at international level. This is expected to encourage production of films rich in content in the country which can compete at international level. In-principle approval of the Competent Authority has been obtained for this purpose. The current selection process for nomination of film for Oscars is being done by the film industry.

(d) to (e) : The Government is aware of the potential for Indian Films in the Global market. However, the Indian Film Industry is in the private sector and the role of the Government is limited to that of a facilitator and a catalyst.
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